Fig. 1

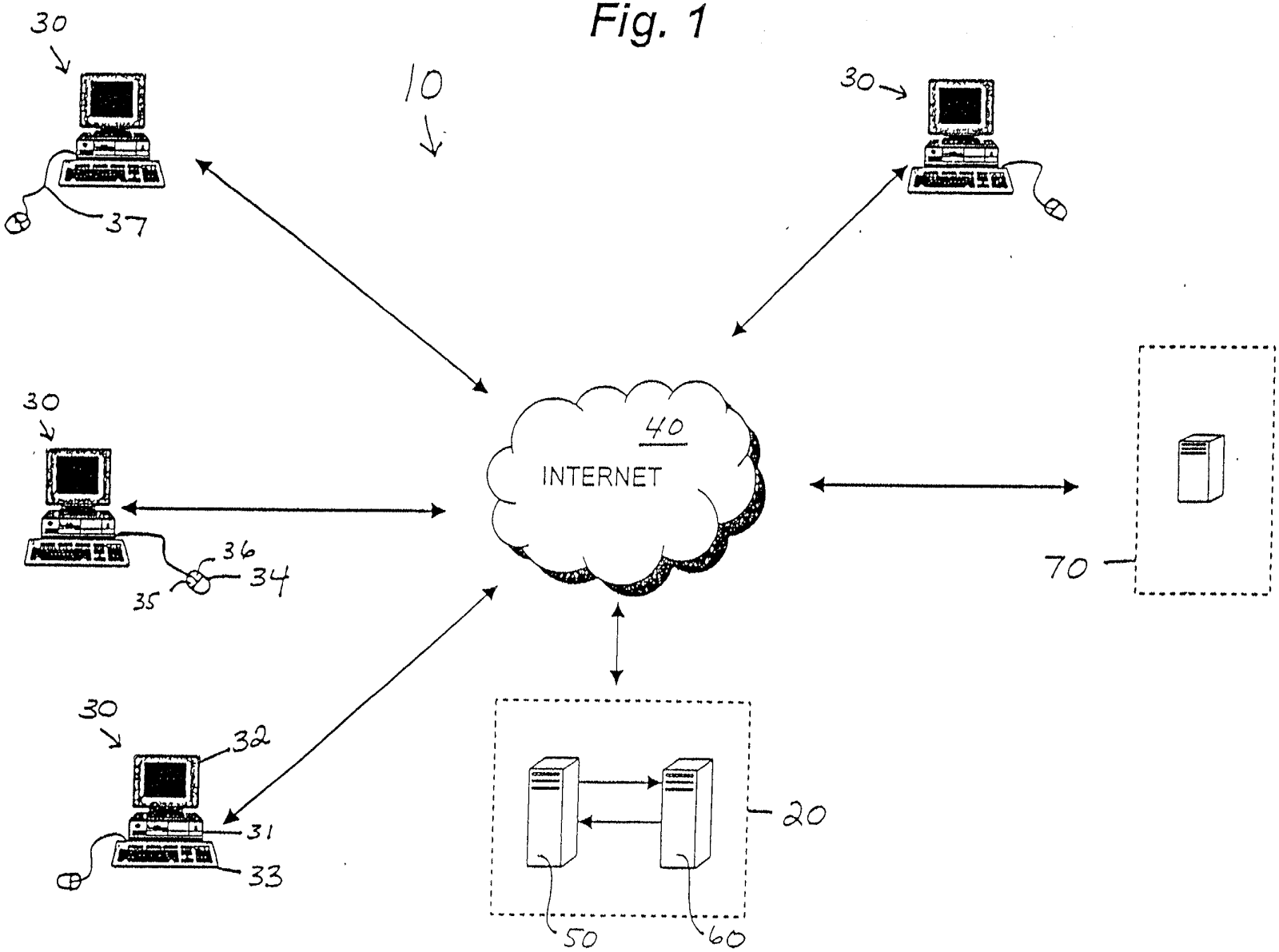
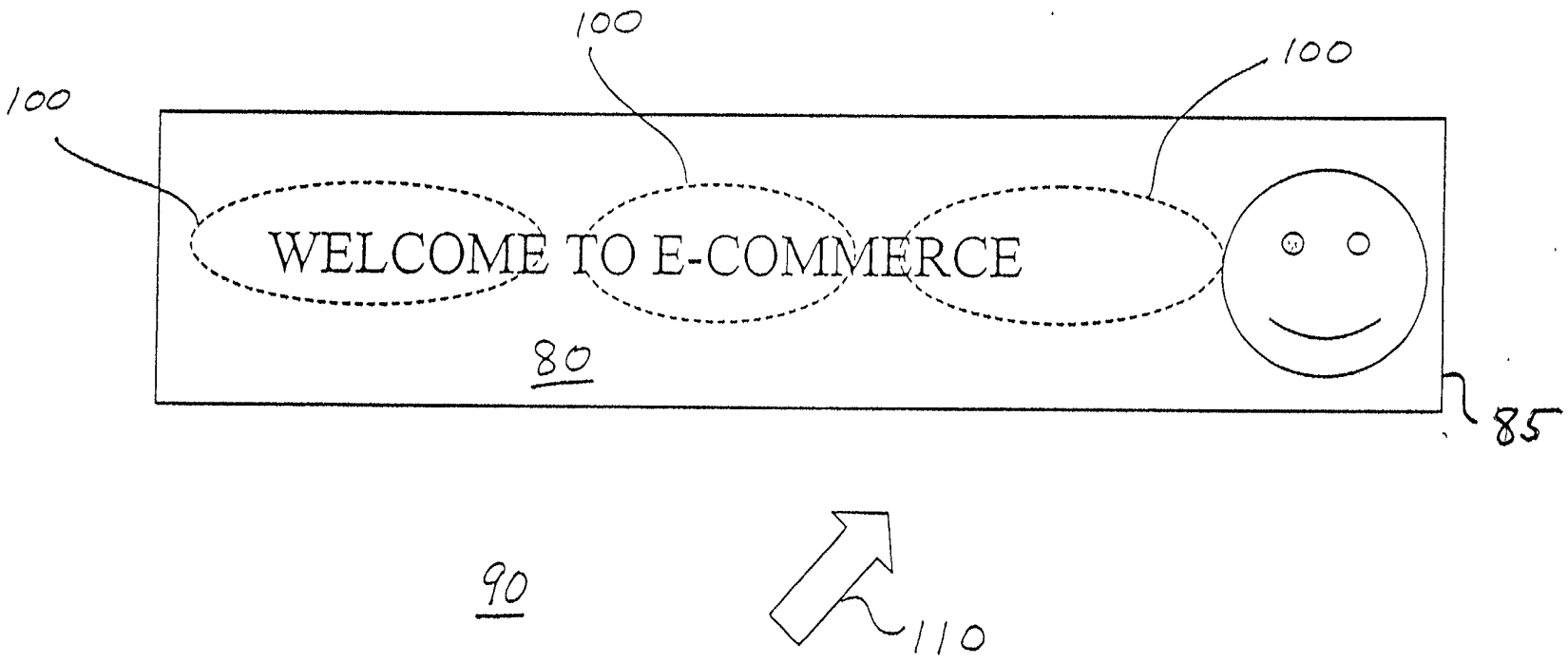
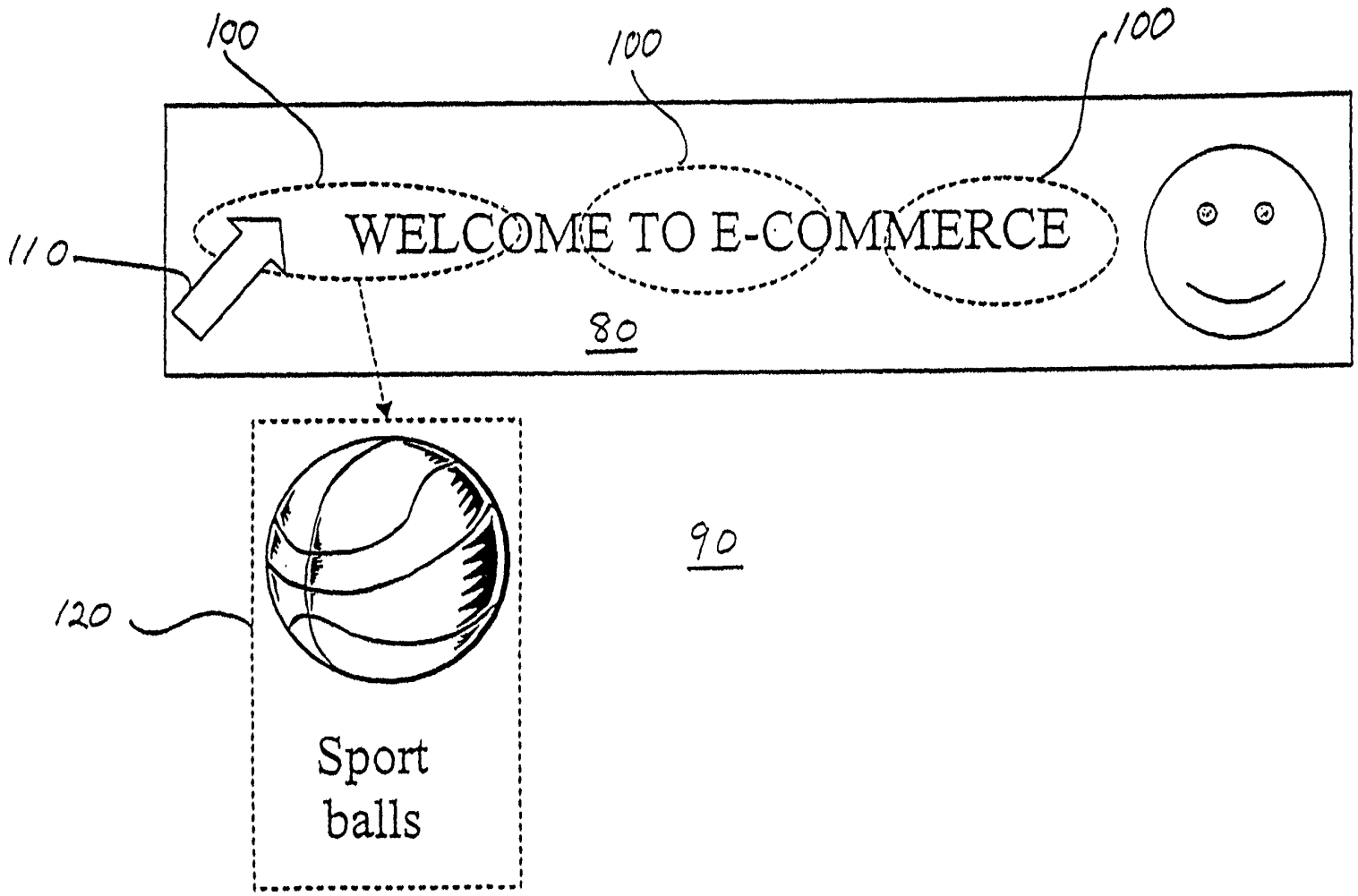


Fig. 2



TOTE2T*2702C860

Fig. 3



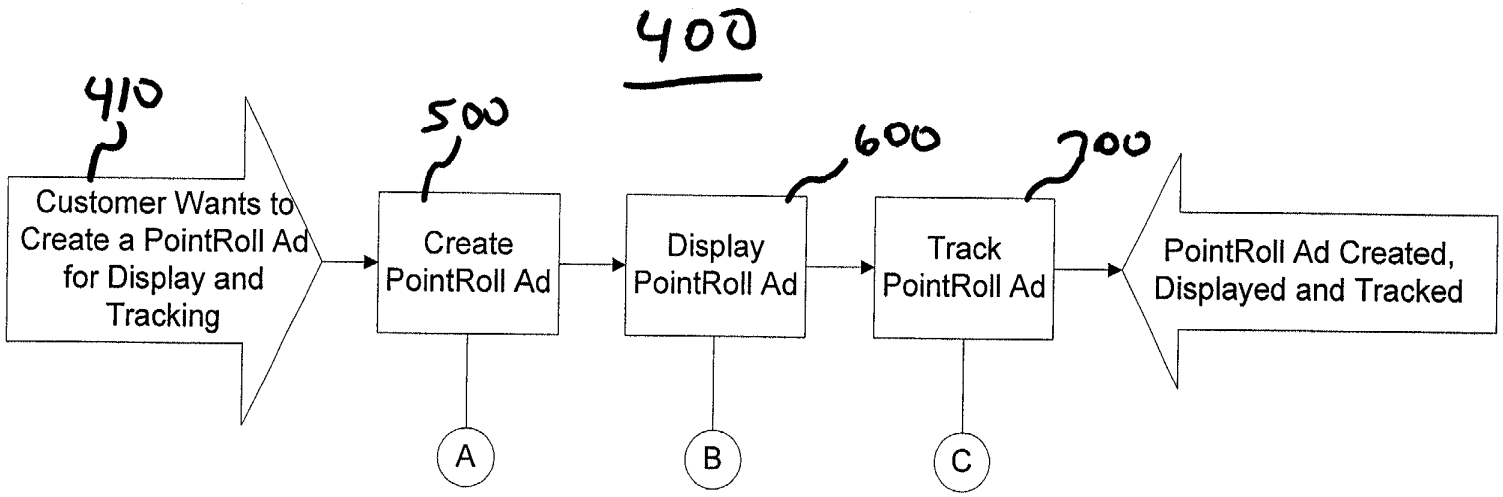
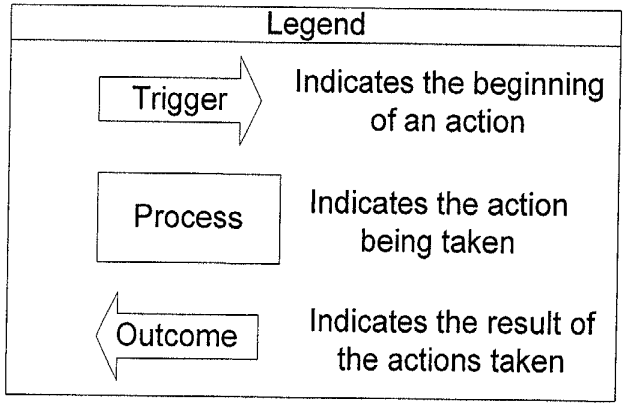

400
410
Customer Wants to Create a PointRoll Ad for Display and Tracking
500
Create PointRoll Ad
600
Display PointRoll Ad
700
Track PointRoll Ad
PointRoll Ad Created, Displayed and Tracked
A
B
C

FIG. 4


Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

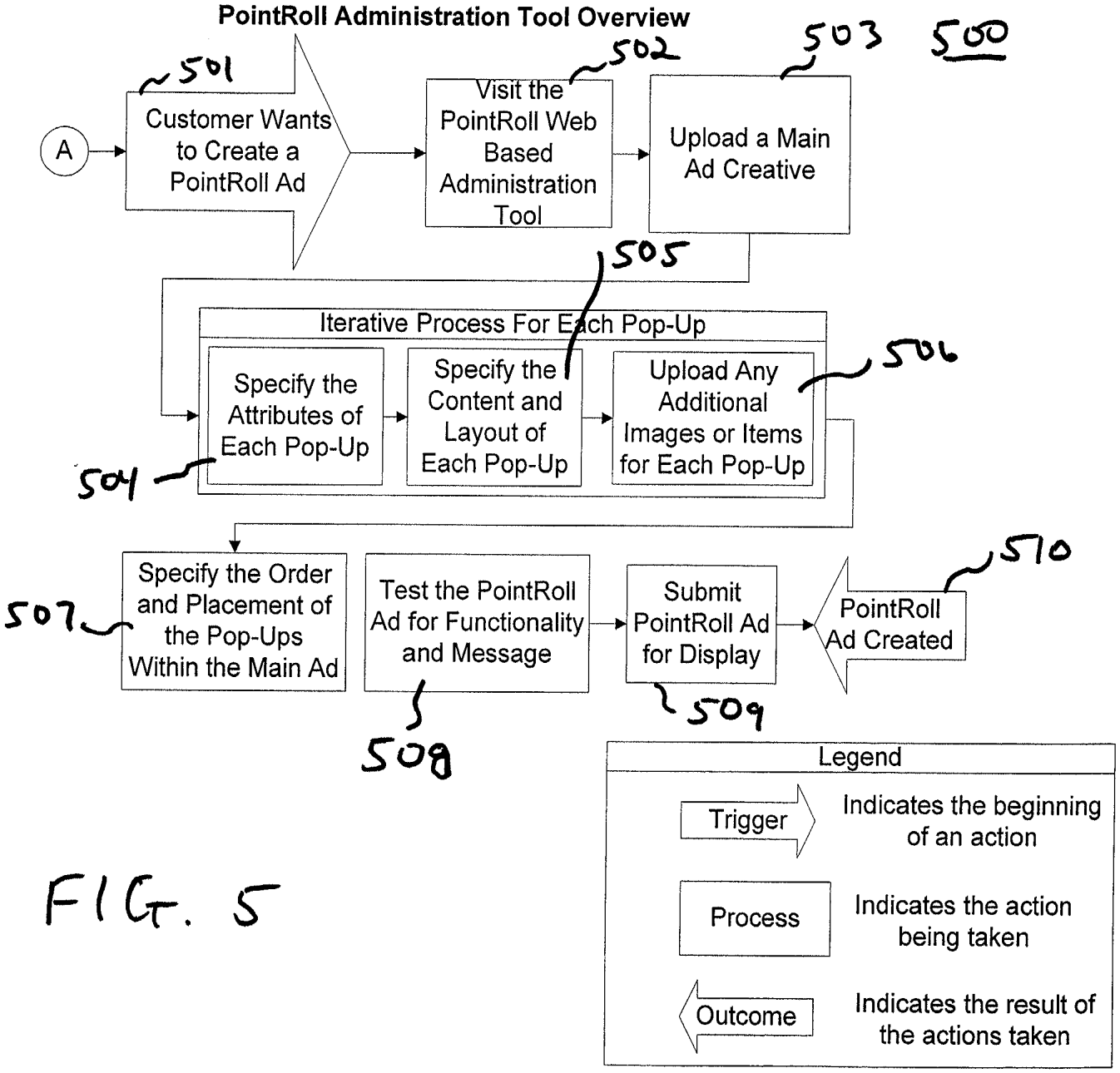
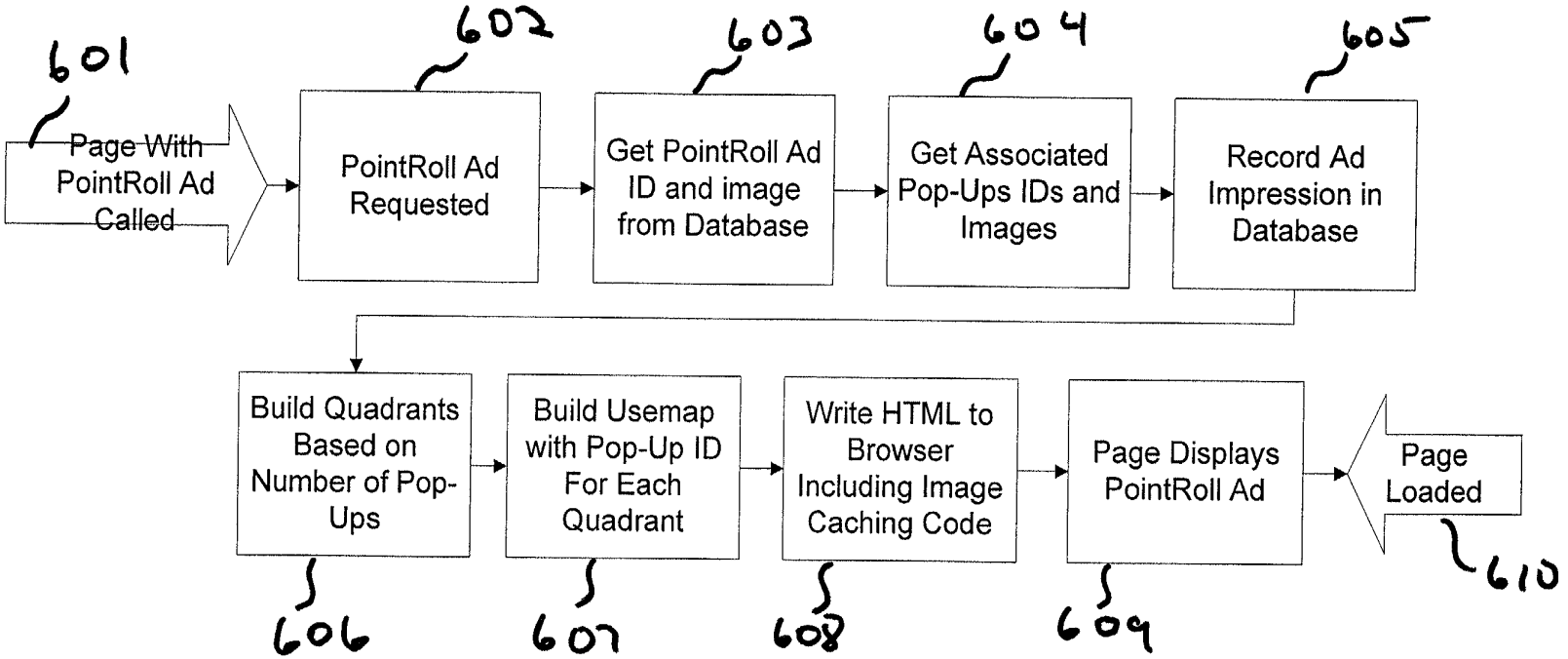

PointRoll Administration Tool Overview
500
501
Customer Wants to Create a PointRoll Ad
A
502
Visit the PointRoll Web Based Administration Tool
503
Upload a Main Ad Creative
505
Iterative Process For Each Pop-Up
Specify the Attributes of Each Pop-Up
504
Specify the Content and Layout of Each Pop-Up
Upload Any Additional Images or Items for Each Pop-Up
506
507
Specify the Order and Placement of the Pop-Ups Within the Main Ad
508
Test the PointRoll Ad for Functionality and Message
509
Submit PointRoll Ad for Display
510
PointRoll Ad Created
Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

FIG. 5

B **Display PointRoll Ad - 1**

600



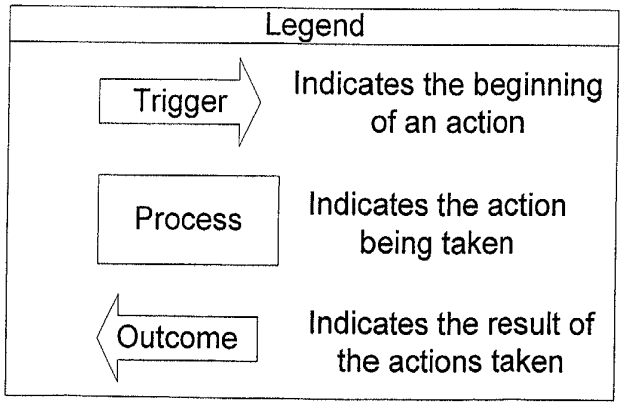


FIG. 6A

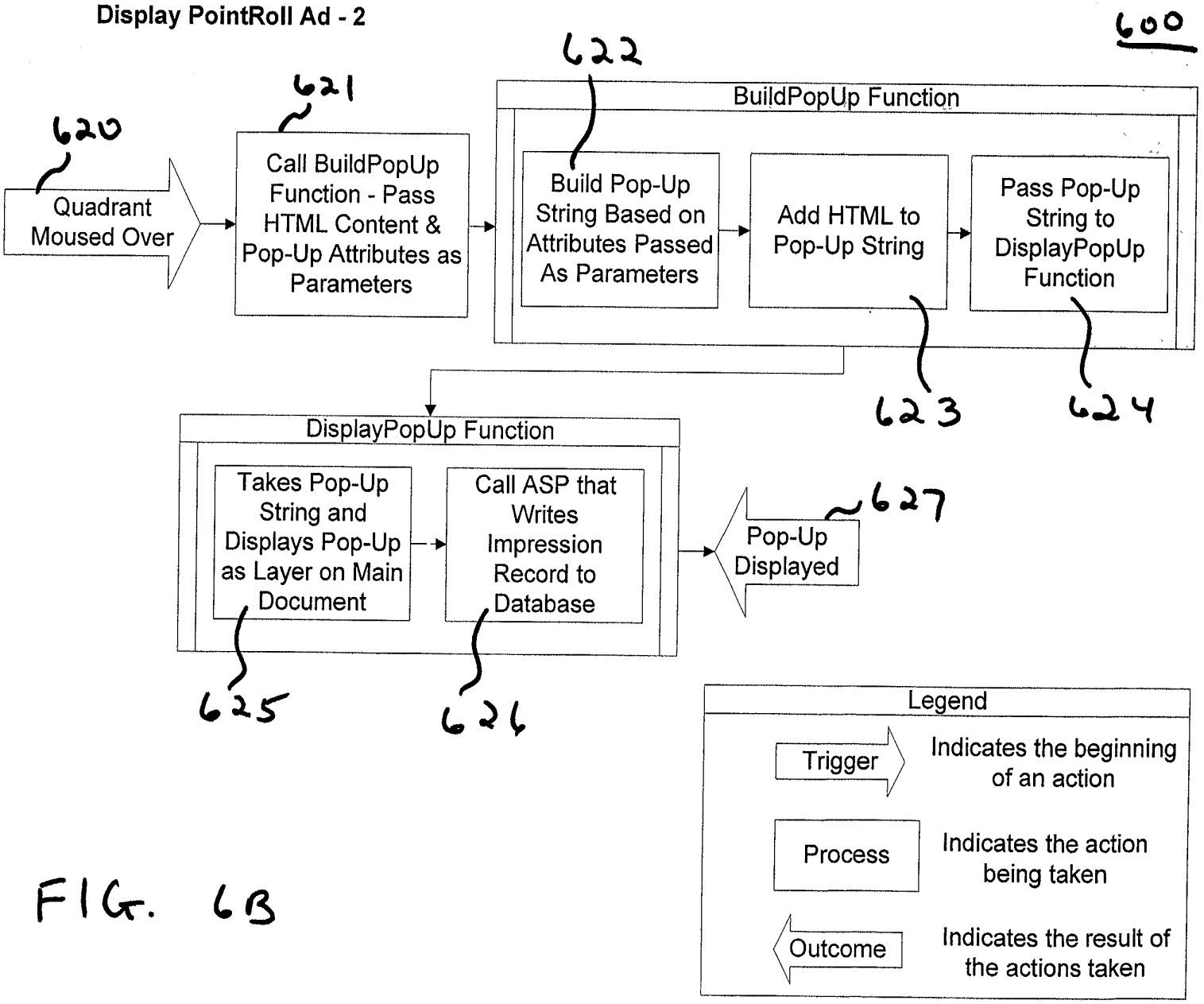

Display PointRoll Ad - 2
600
620
Quadrant Moused Over
621
Call BuildPopUp Function - Pass HTML Content & Pop-Up Attributes as Parameters
622
BuildPopUp Function
Build Pop-Up String Based on Attributes Passed As Parameters
Add HTML to Pop-Up String
Pass Pop-Up String to DisplayPopUp Function
623
624
DisplayPopUp Function
Takes Pop-Up String and Displays Pop-Up as Layer on Main Document
Call ASP that Writes Impression Record to Database
625
626
Pop-Up Displayed
627
Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

FIG. 6B

Display PointRoll Ad - 3

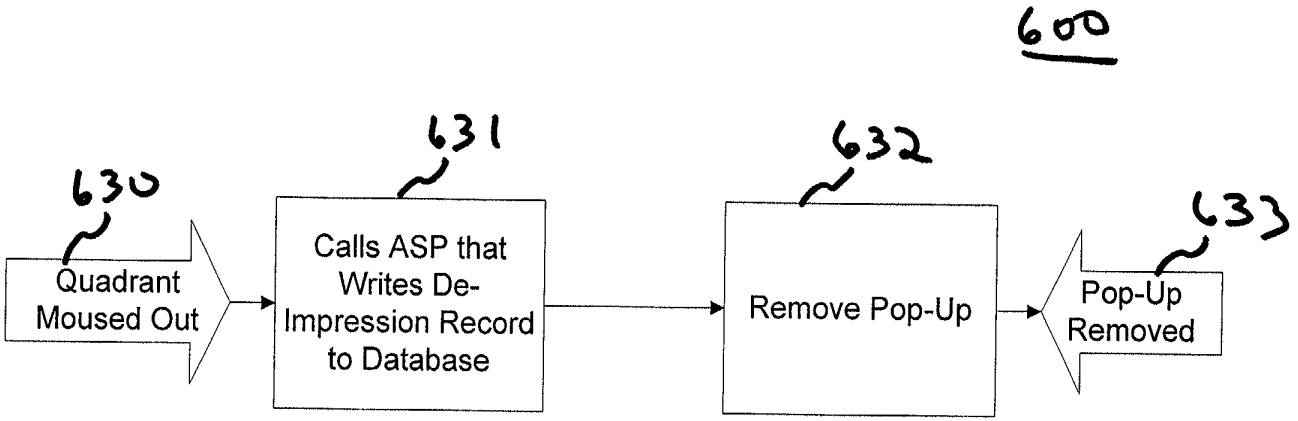
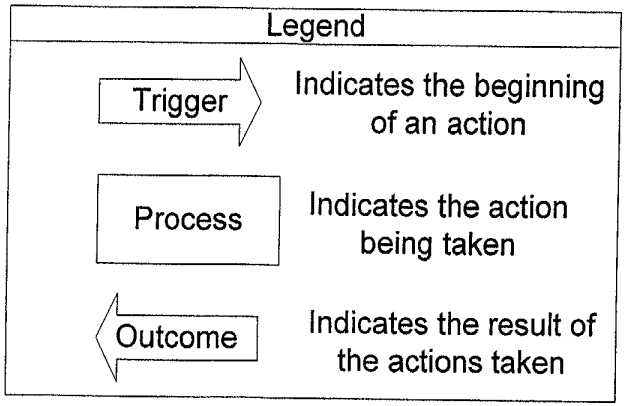
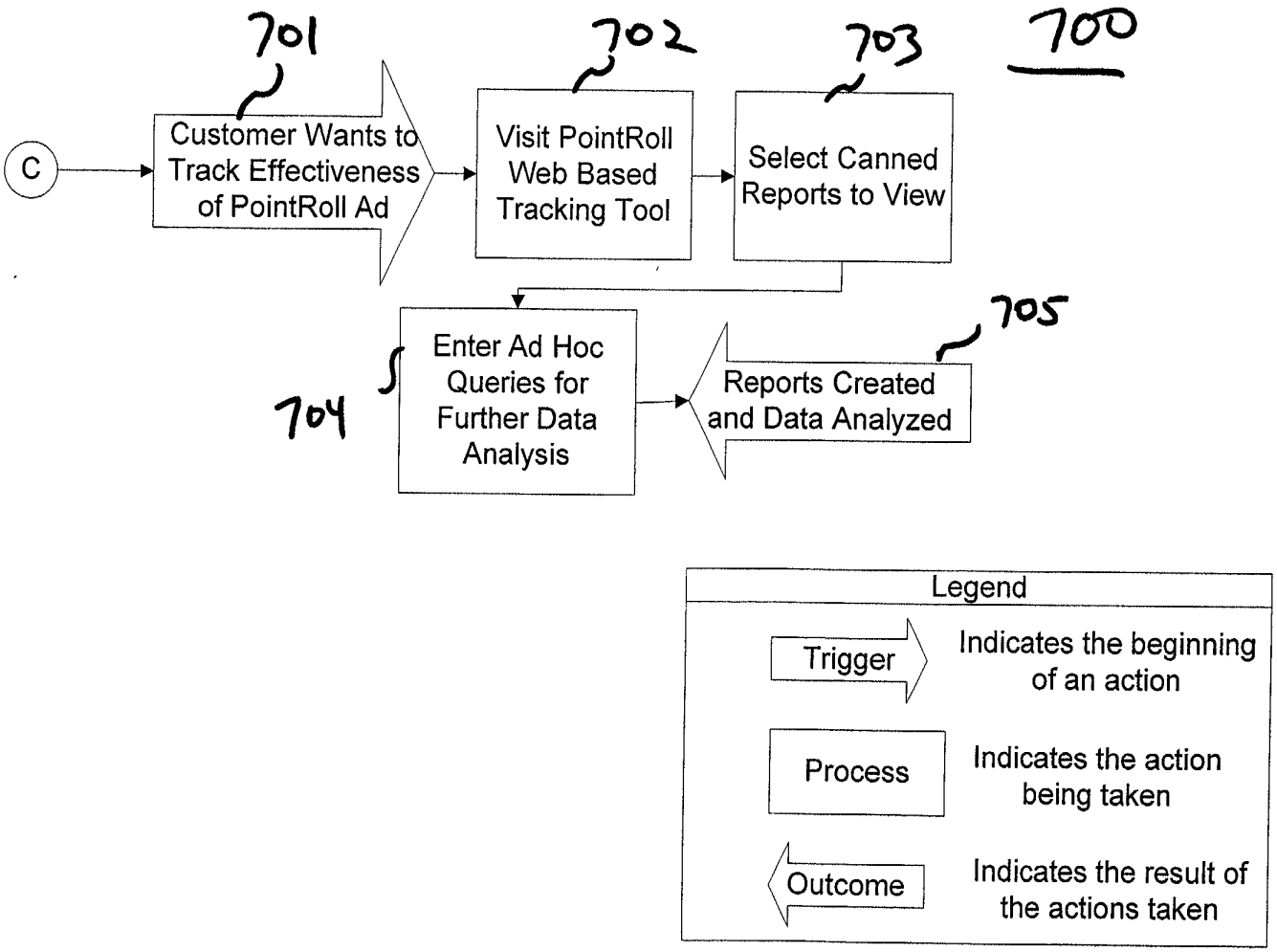


FIG. 6C




701
702
703
700
C
Customer Wants to Track Effectiveness of PointRoll Ad
Visit PointRoll Web Based Tracking Tool
Select Canned Reports to View
705
704
Enter Ad Hoc Queries for Further Data Analysis
Reports Created and Data Analyzed
Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

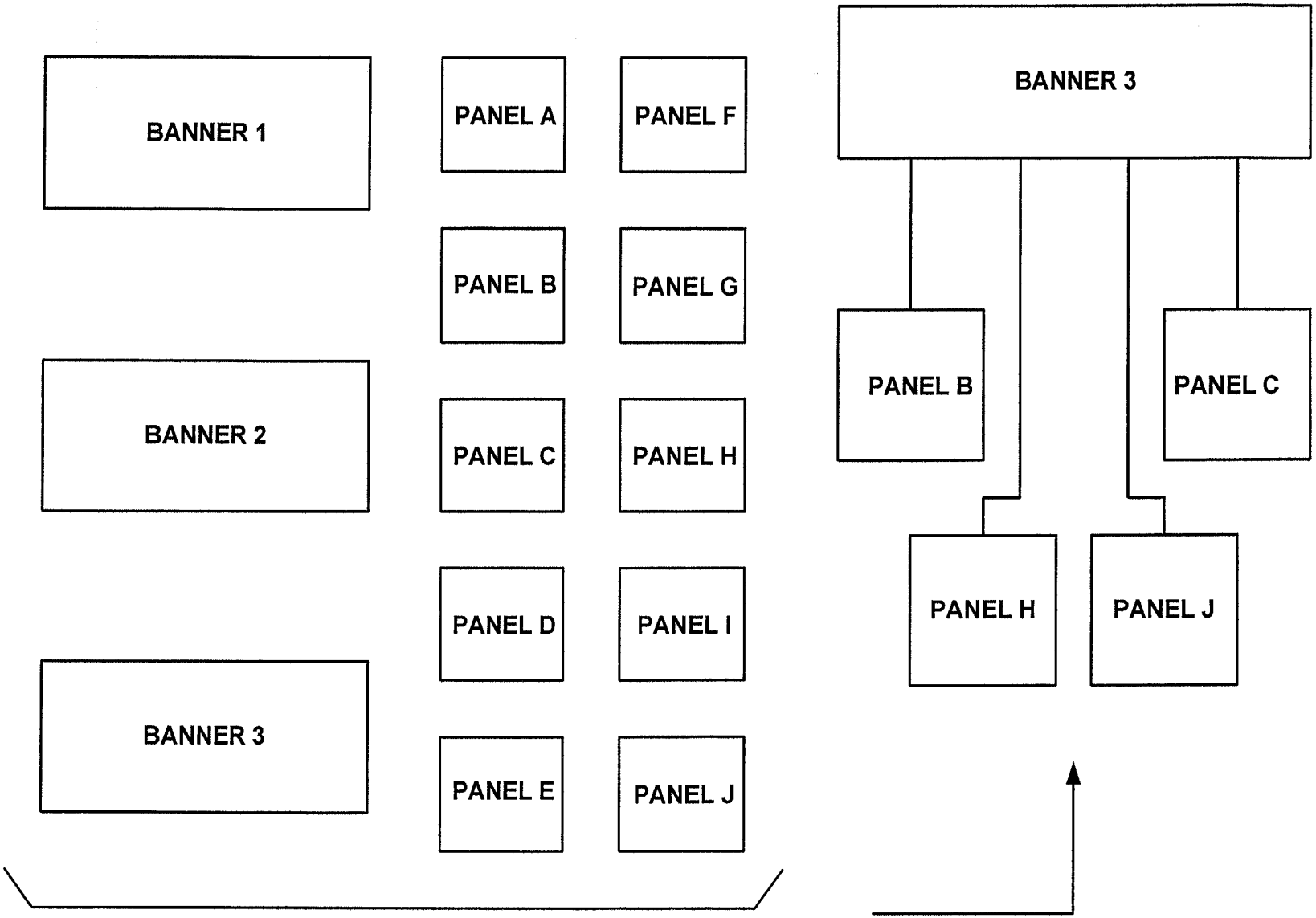

BANNER 1
BANNER 2
BANNER 3
PANEL A
PANEL B
PANEL C
PANEL D
PANEL E
PANEL F
PANEL G
PANEL H
PANEL I
PANEL J
BANNER 3
PANEL B
PANEL C
PANEL H
PANEL J

FIG. 8

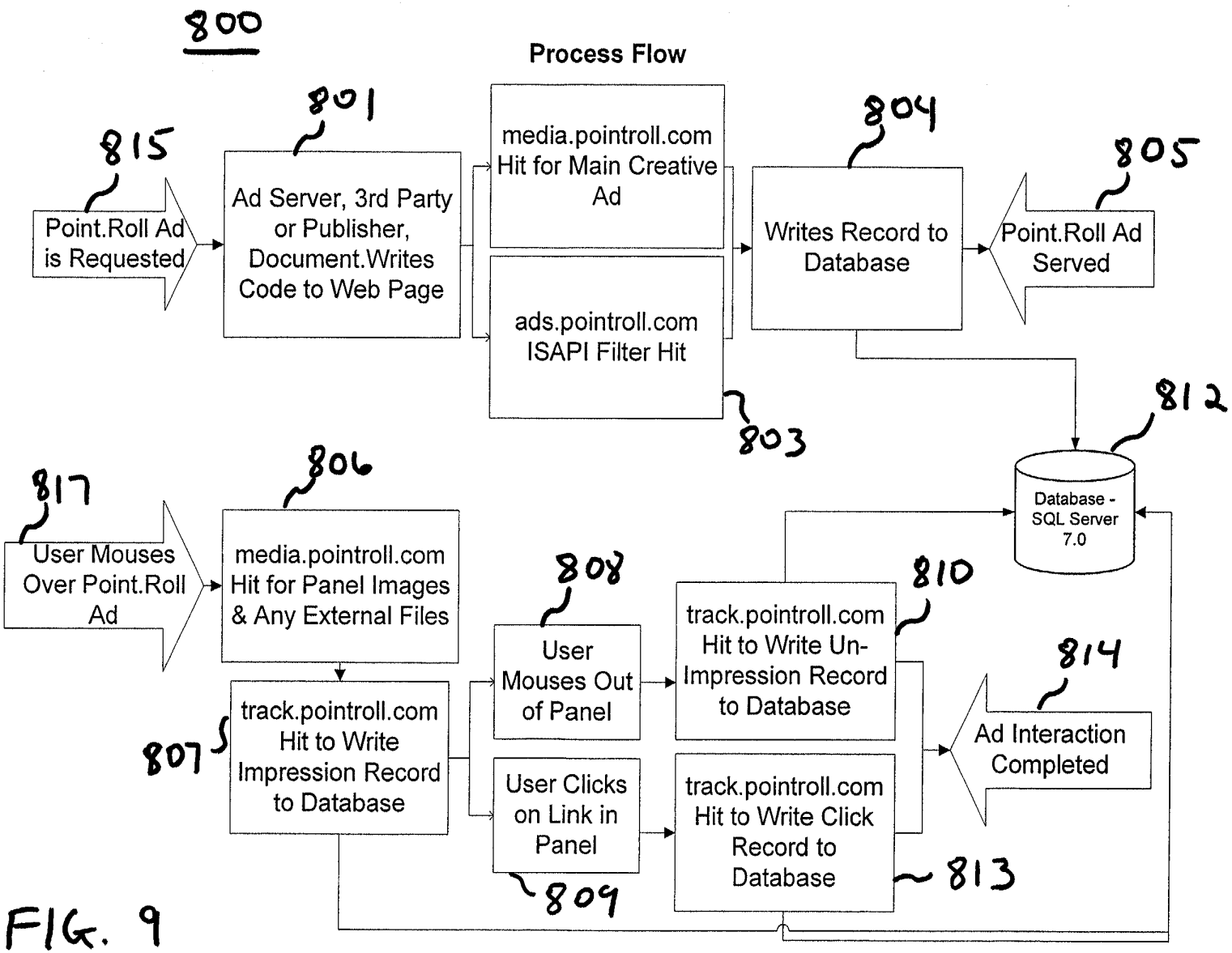

800
Process Flow
815
Point.Roll Ad is Requested
801
Ad Server, 3rd Party or Publisher, Document.Writes Code to Web Page
media.pointroll.com Hit for Main Creative Ad
ads.pointroll.com ISAPI Filter Hit
803
804
Writes Record to Database
805
Point.Roll Ad Served
812
Database - SQL Server 7.0
817
User Mouses Over Point.Roll Ad
806
media.pointroll.com Hit for Panel Images & Any External Files
807
track.pointroll.com Hit to Write Impression Record to Database
808
User Mouses Out of Panel
User Clicks on Link in Panel
809
810
track.pointroll.com Hit to Write Un-Impression Record to Database
track.pointroll.com Hit to Write Click Record to Database
813
814
Ad Interaction Completed

FIG. 9

09/2037-1234

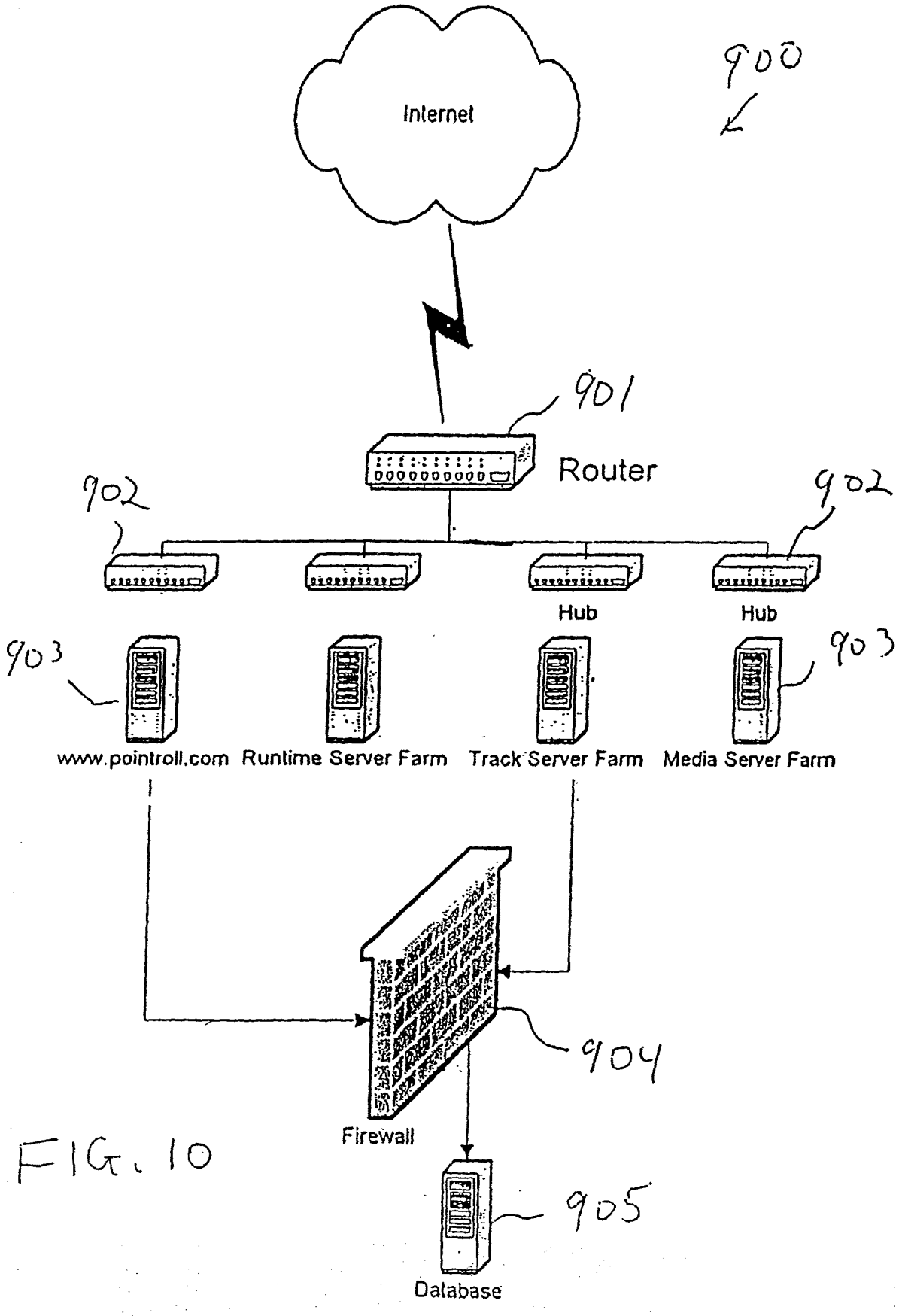


FIG. 10

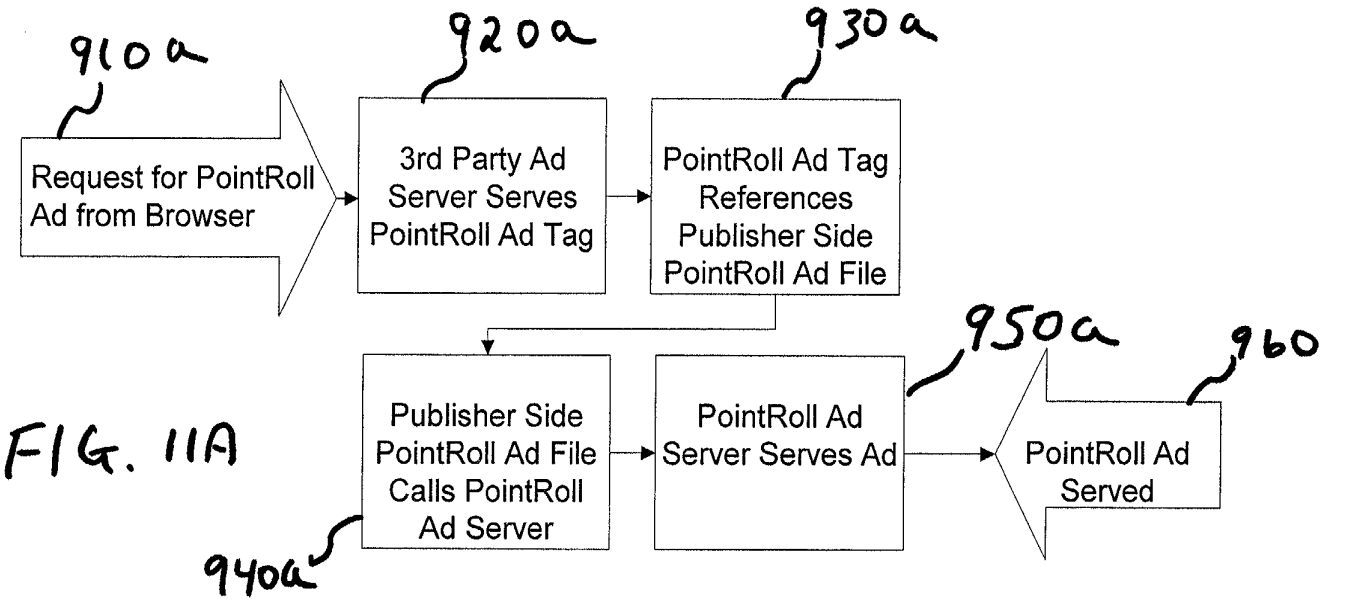


FIG. 11A

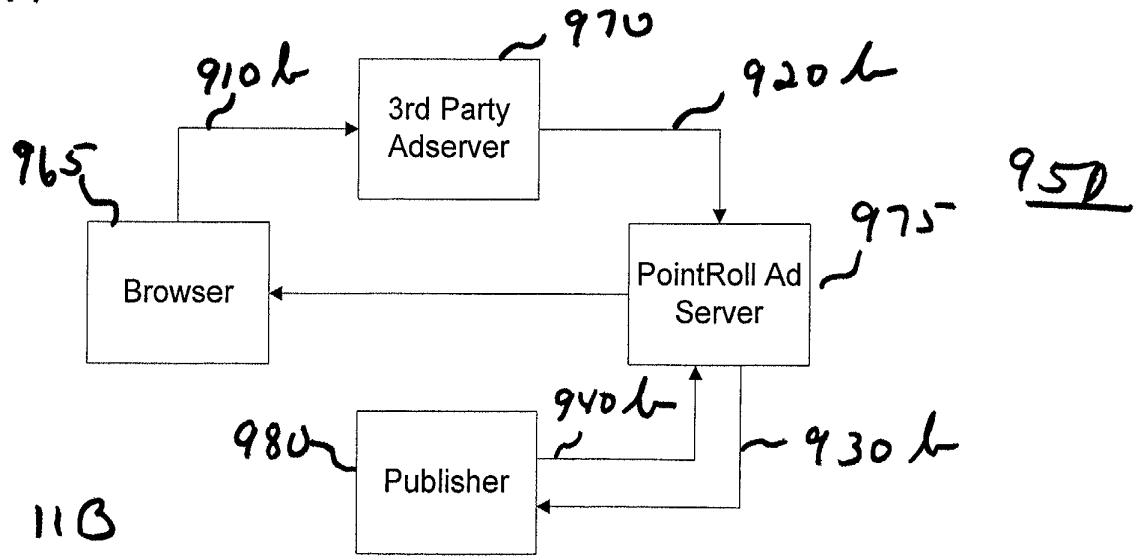


FIG. 11B